

Mass Communication Specialist (MC) are Public Affairs and Visual Information experts. They present the Navy story to audiences in the Navy and to the rest of the world through a variety of media. MCs write and produce print and broadcast journalism news and feature stories for military and civilian newspapers, magazines, television and radio broadcast stations. They record still and video photography of military operations, exercises, and other Navy events. They serve overseas, on ships, and at stateside commands as photographers, public affairs specialists, newspaper and magazine staff, and TV and radio station staff and talent. MCs also create graphic designs in support of the public affairs mission, create and manage official websites, and perform high-speed high-volume graphic reproduction.

## What they do

The duties performed by MCs include:

- prepare and write news releases and feature articles for publication;
- photograph events for publication and historic documentation;
- operate and maintain a variety of state-of-the-art still and video cameras;
- create original visual information displays and graphics;
- multi-media design and production;
- design and manage public and secure websites;
- layout and design military newspapers and magazines;
- manage radio and television stations;
- operate video and electronic imaging equipment;
- operate digital electronic reproduction equipment;
- edit video news, features, and documentation;
- shoot still photographs and video for accident or incident investigations;
- conduct interviews
- market stories
- perform as a Public Affairs Officer;

## Credit Recommendations

The American Council on Education recommends that semester hour credits be awarded in the vocational certificate or lower-division bachelor's/associate's degree categories for courses taken in this rating in news editing and reporting, writing for mass media, audiovisual technology, photography, and layout.

## Career Path After Recruit Training

Enlistees are taught the fundamentals of this rating through on-the-job training or formal Navy schooling. Advanced technical and operational training is available during later stages of career development.

School	Present Location	Approximate Training Time	Subjects	Training Methods
Mass Communication Specialist	Fort George Meade, MD	27 Weeks	Introduction to basic still photography digital imaging, photojournalism, news writing, public affairs, layout and design.	Group instruction with practical application

Mass Communication Specialists will be assigned to Navy print shops aboard ships, at bases and various other shore facilities in the United States or overseas. During a 20-year period in the Navy, MC's spend about 50 percent of their time assigned to fleet units and 50 percent to shore stations. Shore assignments are normally at Public Affairs Offices. "C" School requirements in broadcasting, multi-media, reprographics, photojournalism and videography will be met.

## Qualifications and Interests

Mass Communication Specialist must relate to people in a creative and professional manner. They need above average writing and speaking skills, creativity, curiosity, and an interest in people, ideas, and information. Also important are a good memory, maturity, and a good personal appearance. Other necessary qualities are the ability to do detailed work and keep records, manual dexterity, and a good sense of teamwork. MCs must be U.S. citizen and be eligible for a security clearance as a condition of entry. In addition, entries into the MC rating will require normal color perception and vision correctable to 20/20. "A" School is required for the MC rating. The rating accepts qualified Lateral Conversions (via "A" School), but will not accept Direct Conversions or Strikers.

## Working Environment

Mass Communication Specialists may work outdoors or inside, on board aircraft carrier flight decks, in the field with combat construction units, or in air-conditioned broadcast stations. Work varies from using precision computer graphics equipment in an office to strenuous work throughout a ship or station. Most MCs work on projects alone or with small teams, normally with little supervision. Their work is primarily mental and creative.

## Opportunities

The Navy has a continuing need for qualified Mass Communication Specialists. Approximately 1,500 men and women perform duties in the MC rating aboard ships and at shore stations. Opportunities for placement are good for highly qualified candidates.

## Civilian, Federal, and Military Sealift Command Related Occupations

To see Related Civilian, Federal, and Military Sealift Command Occupations for this rating:

MC

<https://www.cool.navy.mil/usn/enlisted/mc.htm>

## Navy LaDR (Learning and Development Roadmap)



To see the Navy LaDR (Learning and Development Roadmap) for this rating:

MC

[https://www.cool.navy.mil/usn/LaDR/mc\\_e1\\_e9.pdf](https://www.cool.navy.mil/usn/LaDR/mc_e1_e9.pdf)

## College Credits for this Rating

To see the college credits available via a Joint Service Transcript for this rating:

MC

[https://www.cool.navy.mil/usn/jst/mc\\_jst.pdf](https://www.cool.navy.mil/usn/jst/mc_jst.pdf)

## Additional Information

For more information on opportunities available for this rating, please visit Navy Credentialing Opportunities On-Line (COOL)

MC

<https://www.cool.navy.mil/usn/enlisted/mc.htm>

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Since Navy programs and courses are revised at times, the information contained on this rating card is subject to change.

**(Revised 10/14)**